

Message Text

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PAGE 01 STATE 006481

15

ORIGIN AF-18

INFO OCT-01 ISO-00 EB-11 COME-00 CIAE-00 INR-10 NSAE-00

RSC-01 TRSE-00 FTC-01 STR-08 /050 R

DRAFTED BY AF/N:JVMONTVILLE:MHD

APPROVED BY AF/N:JVMONTVILLE

AF/EPS:LMWHITE (INFO)

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R 112041Z JAN 74

FM SECSTATE WASHDC

TO AMEMBASSY RABAT

INFO AMCONSUL CASABLANCA

AMCONSUL TANGIER

UNCLAS STATE 006481

E.O. 11652: N/A

TAGS: BPRO, MO, US

SUBJECT: POSSIBLE CAMPBELL SOUP INVESTMENT IN MOROCCO

1. ERIC JOHNSON OF CAMPBELL SOUP, CAMDEN, NEW JERSEY, ADVISED DEPTOFF (AF/N) JANUARY 11 THAT HE AND COLLEAGUE RAUL JUAREZ ARRIVING TANGIER JANUARY 14 TO MEET WITH REPRESENTATIVES SPANISH-OWNED LUKUS CANNING COMPANY. CAMPBELL SOUP IS EXPLORING POSSIBLE JOINT VENTURE WITH LUKUS IN TOMATO PASTE PRODUCTION AND CANNING. JOHNSON AND JUAREZ WILL VISIT RABAT JANUARY 15 OR 16 FOR CALLS ARRANGED BY LUKUS ON MINISTER OF AGRICULTURE, BNDE, OCE AND SOGETA.

2. DEPTOFF TOLD JOHNSON THAT BOTH DEPT AND EMBASSY RABAT ACTIVELY INTERESTED IN ASSISTING U.S. INVESTORS INTERESTED IN MOROCCO AND RECOMMENDED HE CALL ON ECONOMIC COUNSELOR RYAN WHEN IN RABAT. JOHNSON SAID HE WOULD BE PLEASED TO BRIEF AMBASSADOR ON CAMPBELL'S INTEREST IN MOROCCO AND DEPTOFF ENCOURAGED THIS.

3. DEPT INFORMING MOROCCAN EMBASSY WASHINGTON OF JOHNSON VISIT. RUSH

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Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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